

STORAGE / ROUTE

Tom Daley - See P. 7
CANADIAN MOVING PICTURERAY LEWIS
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Digest

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TORONTO, CANADA

July 5, 1952

THIS MAGAZINE IS FREE FOR 30
DAYS. PLEASE CHECK YOUR NAME OFF
THE LIST AND FORWARD PROMPTLY.

FAMILY PICNIC

EACH YEAR Famous Players Canadian Corp. Head Office, Toronto, have a Picnic, which is a holiday to enjoy the Great Outdoors. Executives and Officers of the company, assisted by special committees of employees, take care of all the arrangements, and Famous Players Canadian Corp. provides the necessary financial budget.

This year was different than other years, because the picnic was arranged to be a family affair, with wives, or grown-up children included in the invitation list.

Executives and officers, of large operating companies, are always searching for ideas directed toward the establishment of Good Employer-Employee Relationship, and in their search to stimulate such a Relationship, often bypass something which is right in their hand, as an example, a family picnic.

Going on picnics is an old family custom, Mom and Dad enjoy the idea, and the children love it, and expect it. So Mom fills the lunch-basket, Dad takes his fishing-rod and tackle, optimistic that he can enjoy a little fishing and a quiet snooze, while Mom keeps the children occupied and full of food. At the end of the day, the kids are asleep on their feet, but still rarin' to go, Mom and Dad are dead-beat, but both admit it was worth while.

At the Famous Family Picnic, there was no necessity to look after the kids, nor to pack the lunch-basket, the committee, plus the Famous Players Exchange, were good providers, and all the Famous Players Family had to do was to "eat, drink and be merry."

Wherever you looked, there was merriment, everyone was relaxed, employers and employees, executives and supervisors, all together, and the wives who were there, just loved it, for when do the wives of members of our Industry, save when they are away with their husbands during Holidays, get an opportunity for a Picnic with their husbands? As John Fitzgibbons said, when he was making the presentations to the

"We are indebted to the wives of our manpower for the cooperation and consideration which they show, and without which our men could not possibly give our company the services which they do."

There was John Fitzgibbons, Reuben Bolstad, Morris Stein, Ben Geldsaler, Dan Krendel, Bob Eves, in circulation, and apparently having as good a time as anyone present, there was John Heggie, the personification of good nature, and reminding me of the time I heard my brothers shout as they played together, "Gilly, Gilly Gout, with the shirttail out." John Heggie was on a picnic, in all the races, because in his language, a Picnic is a Picnic. There was Bob Myers with a face like a cherub, competing in the races, and having one grand time. There was Al Troyer, having fun, but keeping his eye on what was doing, there was Tom Callender, Jimmy Nairn, Dan Krendel, Bob Eves, not overlooking the special committees in charge of the Golf Tournament, of the drinks, the eats, the races, etc., etc.

Just about the time the Sun was thinking of sinking in the West, good old Sol, he beamed benignly all day long, the white-clothed tables were rapidly covered with food, and what food: Turkey, Roast Beef, Corn-Beef, Salami, Roast Ham, and every variety of salad which you could mention, relishes, Sweets, Pies, Ice-Cream, hot tea, hot coffee or iced if that was the way you wished to have your drinks; and we all lined up, plate, knife and fork in hand ready for the onslaught.

There must have been a line-up of about three hundred, and what we did to the food was certainly in the nature of a tribute, for the line never came to an end, because the first, who were served and who helped themselves, came back for what is called, seconds. No one had a "delicate appetite," including officers and executives, everyone ate like a picnic.

The induction of the new members

in the Famous 25-Year Club followed. It was a well-selected time, we were all so full of food and contentment, that we were ready to sit down and pay attention, also, the induction ceremony and presentations were held in the open, it was comfortable and pleasant to sit, to listen and to cheer.

John Fitzgibbons, Reuben Bolstad, Morris Stein officiated at the Induction ceremony, after Fergus, standing before the mike, introduced the first speaker.

The Induction Ceremony must have taken an hour, but it passed very quickly, with cheers, from the onlookers, for the new members, as each received his membership scroll, button, a watch or a bond, while the wives of each new member received a silver compact, and a basket of flowers.

The two Nelson brothers came up for their Induction together, and we all regretted that there was one other Nelson, absent, who would have been inducted, had Death not claimed him during the past year.

There was Fred Trebilcock, of the University Theatre, looking far too boyish to be eligible for membership, but Freddie had reached the 25-year goal and there he was, inducted as a member, and believe it or not, there was Sam Bloom, who has been in this business almost from the time that he was born, but as a partner-affiliate of Famous Players eligible for membership in the 25-Year Club, this year.

We were all regretful that Sam Fine of the Famous B&F circuit was unable, because of illness, to be present for his induction, but Sam Bloom and Jack Fine, of B&F, the latter the son of Sam Fine, accepted the membership scroll, while both paid tribute to our old friend Sam Fine.

A few days prior to the picnic, Gurston Rosenfeld, son of Louis Rosenfeld of Columbia Pictures, and Premier Operating Co., said good-bye to the officers, executives and his co-workers

(Continued on Page 8)

"HOW BIG is 'IVANHOE'?"

"SEEING IS BELIEVING"
PREDICTION!

When theatre men representing 10,000 houses selected "IVANHOE" as the No. 1 attraction at M-G-M's "Seeing Is Believing" meeting, the news spread like wild-fire through the industry.

The trade press has unanimously acclaimed "IVANHOE". The reviews predict a goldmine.

The good judgment of exhibitors and trade press has been richly confirmed.

See the answer to "How BIG is 'IVANHOE'?" in the column to the right.

WORLD PREMIERE
CONFIRMATION!

"IVANHOE" has SMASHED A 23-YEAR RECORD in its London World Premiere and that's BIG in any language anywhere! Money talks whether it's in yen, pounds or dollars.

While it was expected to be a natural draw there, it takes a picture with big muscles to SMASH A 23-YEAR RECORD.

This is electrifying news indeed for M-G-M, which poured a fortune into "IVANHOE". It is added reason for all exhibitors to attend one of the 92 Theatre Trade Shows. See for yourself the stature, the thrill, the Technicolor beauty of this Giant Film of our Generation.

M-G-M presents Sir Walter Scott's Famed Novel "IVANHOE" starring ROBERT TAYLOR ELIZABETH TAYLOR • JOAN FONTAINE • GEORGE SANDERS • EMLYN WILLIAMS Color by Technicolor • Screen Play by Noel Langley • Adaptation by Aeneas MacKenzie • Directed by Richard Thorpe • Produced by Pandro S. Berman



More and more
you'll hear this:
**"NEVER A
SHOW LIKE
'IVANHOE'!"**

DIGEST SHOWMANSHIP CONTEST



• Samson and Delilah (Para.) • The Greatest Show on Earth (Para.) • African Queen (UA) • The Story of Robin Hood (RKO) • Iron Crown (Alliance) • Snowwhite and the Seven Dwarfs (RKO) • Bend of the River (E-U) • Warm's Eye View (Astral) • Aladdin and His Lamp (MGM) • World in His Arms (E-U) • Streetcar Named Desire (Warners) • Lavender Hill Mob (Jaro) • Death of a Salesman (Col.) • With a Song in My Heart (Fox) • Jolson Story (Col.) • Bitter Rice (IFD) • Pride of St. Louis (Fox) • An American in Paris (MGM) • Pagliacci (Alliance) • Sing in the Rain (MGM) • Quo Vadis (MGM)

Toronto and District

BILL PRESS

With the latest heat wave has come a revision of admission prices in some situations in Ontario.

The Famous Players' Palace at Windsor announced a new popular-price scale, the top evening admission being 55c. The early matinee price is 35c, with 45c prevailing from 2 to 4 P.M.

In Toronto, the Towne Cinema went to a 50c matinee price and 75c after 6 P.M., with no extra charge for smoking loges.

Workmen have completed the removal of the framework for the big electric name sign on the front of Loew's Theatre, Toronto, as required by the city's bylaw. The big letters, reputedly the largest in Canada, had been taken down some months ago and the steel-work has now disappeared.

For its last screen opera until the fall, the Centre Theatre, St. Catharines, presented *Rigoletto*, starring Tito Gobbi, for one day, June 26. The matinee price was 60c and the admission was \$1 for the 8:30 performance.

The one short subject was *Steps of the Ballet*.

William Rogers Silverware was introduced June 23 at the Odeon Theatre, Brantford, as giveaways for the lady customers for a 10c service charge, with the premiums available at both matinee and evening performances every day of the week for the 66-piece set.

R. MacLennan's Brockville Drive-In, the first ozoner for Brockville, was scheduled to open June 24 with "Lullaby of Broadway" as the first attraction.

The big night had to be postponed until June 26, necessary equipment not having been delivered in time for installation, it was announced.

Preliminary contests will be staged at the Fairlawn, Danforth and Humber Theatres for the Miss Toronto Beauty Competition under the auspices of the Toronto Police Athletic Association in connection with the 20th annual Police Games at the CNE Grandstand on Saturday, July 19.

Friends in Hamilton and Toronto have received tempting picture postcards from Mr. and Mrs. Lou Rosefield on a lengthy motor tour through the United States. The former owner of the Hamilton Westdale was in Miami at the time of the Shriners' convention—something like the one in Toronto last week.

Another Toronto downtown subsequent-run theatre has adopted a

triple-bill policy as a permanent arrangement. This is the Bay Theatre on City Hall Square which is operated by J. L. Hunter, who has three theatres in Hamilton.

Missing since Aug. 13 last year, Ken Johnson, 40, former manager of the Odeon Theatre, London, turned up in Toronto, wearing old clothes and without money, with the story that he had recovered his memory in Mexico where a native family had nursed him through a fever.

Rev. Dr. B. C. Eckardt, his minister in London, said Johnson had been placed in care of a physician following his return to the home of his mother-in-law.

After six weeks at Shea's and four weeks at the Nortown for a move-over run, With A Song In My Heart is coming up for a third engagement instalment at the Victoria in downtown Toronto.

Prairie News

By BRUCE PEACOCK

Joe deVries, of Winnipeg, has taken over the managership of the Roxy and Princess theatres in Melville, Sask., for Jack Zaitzow, proprietor. He succeeds Joe Harris, who has returned to Winnipeg to accept another position in the motion picture business.

Mr. deVries, who will handle the booking arrangements for the two theatres, started his career in the film industry in 1928, and for 10 years was with General Films, Ltd., in Regina, as accountant and office manager. In 1938, he joined the Southern Film Distributors as branch manager at Calgary, and then was western division manager for 11 years in Winnipeg.

Provincial fire commissioner for Saskatchewan since April, 1946, R. E. Tiffin, Regina, has resigned the post to enter private business at Indian Head, Sask. Since April 1, 1951, he has been administrator of the theatres branch of the provincial labor department.

A week-long book drive among Edmonton school children, sponsored by the RCAF Association, saw some 25,000 books collected at the Garneau, Roxy, Avenue and Palace theatres. Three books provided admission to movie matinees and special prizes went to the four who brought the most books to each theatre. The prize-winners got airplane rides.

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John Davis of JARO Addresses Members of British Film Academy

The Digest has received a copy of BFA, British Film Academy Quarterly Supplement, which presents the address of John Davis, Deputy Chairman and Managing Director of the J. Arthur Rank Organization, to the members of the British Film Academy, on Monday, May 26th, at the British Council Theatre, London, with Sir Michael Balcon in the chair.

We republish excerpts from Mr. Davis' address, which address contains a great deal of information and facts, not only concerning the J. Arthur Rank Organization, but which facts and information relate themselves to the entire British Film Industry and its growth at home and abroad.

As an example, Mr. Davis made the following statement: "I must ask you to accept from me that we would never have invested in overseas theatres except to assure an outlet for British Films. It may interest you to know what these theatre interests involve, in Australia, 128 theatres, in Canada 115, in Jamaica 11, in New Zealand 115, in South Africa 137. We are, in addition, partners with the predominating theatre owners in Holland, an important foreign market and one particularly favorably disposed towards British films.

"We built a modern theatre in Lisbon, which produces revenue from this theatre alone infinitely greater than that which we used to receive from Portugal as a whole in the past.

"We built a modern theatre in Cairo, which I intended should be the shop-window for British films in the Middle East." Mr. Davis mentions that the theatre was destroyed last January during the Egyptian riots.

"In the old days, the average price a producer received per film from South Africa was seven hundred pounds. Today it is seven thousand to ten thousand pounds per film, and what is more important, this price is governed by the money paid by the public."

SEND YOUR CAMPAIGNS IN NOW!

20th Century-Fox Announces Top Product For Summer

Ten top productions will be released by 20th Century-Fox between June and August with three in color by Technicolor and one in Natural Color, Al Lichtman, Director of Distribution, announced.

Offering a diversified line-up of adventure, intrigue, and comedy specials, the June slate lists "Kangaroo," (Tech.) starring Peter Lawford and Maureen O'Hara; "Lydia Bailey," (Tech.) starring Dale Robertson and Anne Francis, and "Lady In The Iron Mask," a Walter Wanger-Eugene Frenke production in Natural Color, starring Louis Hayward and Patricia Medina.

July releases are "Wait 'Til The Sun Shines, Nellie," (Tech.) starring Jean Peters, David Wayne, and Hugh Marlowe; Diplomatic Courier, starring Tyrone Power, Patricia Neal, Stephen McNally, and Hildegard Neff, and We're Not Married, starring Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Eve Arden, Paul Douglas, Eddie Bracken and Mitzi Gaynor.

August releases feature Dream Boat, starring Clifton Webb, Ginger Rogers, Anne Francis, and Jeffrey Hunter; Don't Bother To Knock, starring Richard Widmark and Marilyn Monroe; Les Miserables, starring Michael Rennie, Debra Paget, Robert Newton, and Edmund Gwenn, and What Price Glory, (Tech.) starring James Cagney, Corinne Calvet and Dan Dailey.

Supplementing the new productions are four of the previously announced "Big Six" re-releases, three of which are in color by Technicolor.

June re-releases are Leave Her To Heaven, (Tech.) starring Gene Tierney, Cornel Wilde, and Jeanne Crain and The Rains Came, starring Tyrone Power, Myrna Loy, and George Brent.

July re-releases are To The Shores of Tripoli, (Tech.) starring John Payne, Maureen O'Hara, and Randolph Scott and The Black Swan, (Tech.) starring Tyrone Power and Maureen O'Hara.

Michael Balcon's The Cruel Sea

Casting for Michael Balcon's production of The Cruel Sea, has been completed with Donald Sinden, newcomer to the screen, winning the role of Lockhart, one of the prize acting plums of the year. Sinden, who will co-star with Jack Hawkins in the film version of Nicholas Monsarrat's best-seller, was discovered while appearing in a bit part at the Garrick Theatre by director Charles Frend. Others in the cast include Virginia McKenna, Denholm Elliott, Stanley Baker and John Stratton.

The Cruel Sea, a J. Arthur Rank Organization presentation, will get under way at Ealing Studios later this month.

Theatre Party, Odeon's Capitol Theatre, Hamilton, for 20th-Century Fox's Pride of St. Louis.



Vancouver News

JACK DROY

Bert Ellis, veteran doorman at the downtown Paradise was the first Odeon employee in B.C. to be awarded the Odeon courtesy button which was handed to him at the City Hall by Vancouver's Mayor Hume. Eric Handley of the Orpheum after a major operation is recuperating at his home. There are three Hayter brothers in the B.C. show business. Earl, Odeon district supervisor, R-J. office manager at Sovereign Film and Kelley who is manager of the Salmar theatre at Salmon Arm, two of the boys are members of Canadian Picture Pioneers.

Willard Adamson, manager of Cardinal Films reports that Manon broke all time week-end records with the French import at the downtown International-Cinema. Picture is now in its second week and still doing solid business.

Claire Wallace in Hollywood Visits Paramount Studios

Claire Wallace, who conducts a Hollywood program over the Canadian radio network, made her annual visit to the Paramount Studio last week, and has interviewed Bob Hope, Bing Crosby and Dorothy Lamour on the Road to Bali set, and Jerry Lewis on the set of Scared Stiff.

Bob Kelly, Odeon concession manager who is secretary of the Vancouver and district football association was a popular chap during the visit of the English football team, everyone in show business were after him to get football tickets. The opening of the 70-day racing season and night baseball are real competition to the downtown theatres. Two B.C. theatremen lost out in a bid for seats in the legislature at the election last week they were Cecil Steel who runs a circuit in Northern B.C. and Howard Fletcher of the Kingscrest in Vancouver who also is reeve of West Vancouver.

J. Forsythe recently appointed assistant general manager of Odeon Circuit is visiting the coast on his first visit since his appointment. Bill Johns a former employee of the Film Exchange here and now in the RCN and in charge of film bookings for the Jack Tars was a film row visitor. Al Mitchell reports top business at his Paradise for the showing of The Strange World.

SEND YOUR CAMPAIGNS IN NOW!

Maritime News

By ALICE L. FAIRWEATHER

Sorrow at the passing of Mr. Thomas James O'Rourke has been widespread throughout the entire Maritimes where he had been a much respected member of the motion picture fraternity since boyhood. Mr. O'Rourke's sudden death came as a shock to his family and many friends as although he had not been enjoying good health during the past six months he spent last week in Saint John visiting the Film Exchanges and it was noted that he appeared to be again enjoying his usual good health.

Mr. O'Rourke who was 65 was born at Saint John, N.B. and began his career in the theatre business with the F. G. Spencer Company at Yarmouth, N.S. later coming to Saint John where he was associated with the former Unique theatre.

For a period of 17 years, Mr. O'Rourke was manager of the former Palace Theatre in Saint John and of the Gaiety theatre in Fairville. Moving to Minto in 1936, he has been proprietor of the Gaiety theatre since that time, along with his partnership in the Gaiety theatre in Fairville.

Mr. O'Rourke was chairman of the finance board in Queens County, a charter member of the Minto Kiwanis Club and a member of the Holy Rosary Name Society and of the Maritime Motion Picture Exhibitors Association as well as the Canadian Motion Picture Pioneers. Mr. O'Rourke was a Liberal in politics.

Surviving are his wife, the former Miss Catharine Nash, Yarmouth; two sons, John O'Rourke, Minto and Thomas O'Rourke, Newcastle Creek; two daughters, Mrs. Gordon Thompson, Calgary, Alta.; and Miss Kathleen O'Rourke, Fredericton, and one sister, Miss Emily O'Rourke, Dorchester, Mass.

The body rested at the home from where the funeral was held until taken to Holy Rosary Church for high requiem mass at 9 o'clock. Following the mass, the body was taken to Saint John, N.B. to rest at Fitzpatrick's Funeral Home from where the funeral was held to the Cathedral of the Immaculate Conception for libera service at 2 p.m. Interment was in St. Joseph's cemetery.

Famous Players' latest Drive-In theatre opened at Moncton, NB, on June 19. It has speakers for 475 cars.

Hilary Howes, manager of Famous Players' Imperial theatre at Moncton, NB, is passing out cigars this week as he became the father of a bouncing baby boy—Hilary Jr. Hilary was formerly with the Capitol and Paramount, Saint John, NB.

Mr. James Clowes was the winner of a cash award for the highest combined points for the seventh week in the John Davis Showmanship Drive.

TRADE headlines



Canadian Picture Pioneers' Golf Tournament, Uplands, August 26th. Tom Daley, Chairman of Tournament Committee. Golfers \$5.00 fee including dinner, non-golfers \$4.00.

Bill Singleton was elected President of the Quebec Division of the Canadian Picture Pioneers, succeeding Willie Elman, First Vice-Pres. John Ganetakos, Second Vice-Pres. O. Cote, Arthur Larente re-elected as Sec'y, and W. H. Mannard elected as Treas.

CBC-TV test at Montreal on July 25, as announced by Aurele Seguin, Director of TV. Montreal's Royal home baseball games will be telecast. Toronto will have its TV-CBC test the latter end of August.

Steinberg's stores in Montreal, among finest grocerias built anywhere in Canada, gave Movies important publicity in three-quarters of a page display adv. in Montreal daily newspapers.

Decca acquires the J. Arthur Rank Universal stock held by General Cinema Finance Corp.

Warner's, Power Industry Luncheon, will close a three days general sales meeting, attended by all Canadian Branch Managers and salesmen, presided over by Messrs. Kalmenson, Lapidus, Goodman, Golob, Levinson, Norman Moray and Charles Bailly, Tudor Room, Royal York Hotel, Thursday, July 10th. Mr. & Mrs. Gene Nelson guests of honor. Various executives of film industry in Canada invited to attend.

Variety Clubs Inter. to celebrate founding of Variety in Pittsburgh, William Penn Hotel, Nov. 21-22-23. Chief Barker, Jack Beresin, announced Prominent U.S. Federal officials to be present at Banquet — outstanding members of amusement world.

Canadian Picture Pioneers Board appoints judges to name Pioneer who will receive an Honor Award for 1952.

Jonas Rosenfield Jr., representing Italian Film Export, N.Y., a recent visitor in Toronto.

Famous Players Canadian Corp. included with its last dividend payment sent to shareholders, a list of current pictures playing F.P. theatres and coming attractions.

Karl Herzog, Pres. Cinecolor announces new plan of financing by majority of stockholders and Board of Directors.



Reuben Bolstad, Ray Lewis and Ben Geldsaler relaxing at the Famous Players Family Picnic.

TRADE HEADLINES

(Continued from Page 6)

William Levitt, director and producer of *The Quiet One* is to be director and producer of the English version of *Iron Crown*. Ken White, well known for his radio, screen, stage and TV work is writing the dialogue.

Citizen Saint and the Vatican Choir played the Lux Theatre, Humboldt, Sask. Population 820; seating capacity 350; attendance 2,465. F. G. Bailey is the owner-manager.

The Hon. L. M. Frost, Premier of the Province of Ontario and Treasurer of the Province, has jurisdiction of the Censor Board of Ont. Addressing delegates of the Catholic Women's League, in Annual Convention, at the King Edward, he spoke in defence of Censor Boards, and praised the good taste of Motion Picture Industry in respect to subject-matter in films.

John Davis addressing members of British Film Academy said, "I have been deeply moved — as in Australia — where in a 2000-seater, the film covering the tour of our Queen, who was then Princess Elizabeth, in Canada, was playing to capacity five shows a day, the program consisting of *Royal Journey*, a news-reel and a short."

The U.S. Senate Small Business Committee, at a closed-door session, voted on Thurs. June 26th, for a full-fledged investigation of the motion picture industry — May *The Digest* make this comment — "Small Business Indeed". (See next week's editorial.)

FAMOUS PLAYERS 25-YEAR CLUB

Employees and Associates who became eligible for Induction in the year 1952:

Sam Bloom, Executive, B&F, Toronto; Austin Cardinell, Projectionist, Capitol, Galt; Martin E. Cave, Manager, Dominion, Victoria; Les Chaplin, Manager, Century, Toronto; Roy J. Chown, Manager, Strand, Calgary; Jack Duxbury, Manager, Apollo, Toronto; Sam Fine, Executive, B&F, Toronto; George J. Gerrard, Projectionist, Strand, Vancouver; Joe LaFave, Manager, Tivoli, Windsor; A. H. Lewis, Projectionist, Capitol, Sarnia; A. E. Lockwood, Engineer, Capitol, Brantford; John Macauley, Projectionist, Regent, Ottawa; Mrs. B. McElligott, Secretary, Capitol, Ottawa; Russ McKibbin, Manager, Victoria, Toronto; Max Moffitt, Statistical Dept., Head Office, Toronto; Cecil Edward Nelson, Projectionist, Carlton, Toronto; E. Brouke Nelson, Projectionist, University, Toronto; Nelson Newbergher, Projectionist, Loew's, Montreal; J. B. Seager, Maintenance, B&F, Toronto; Percy Smith, Booker, B&F, Toronto; Miss D. St. Edward, Manageress, Donlands, Toronto; F. Trebilcock, Manager, University, Toronto; P. A. Tucker, Manager, Capitol, Kamloops; Jules S. Wolfe, Manager, H.O. Purchasing and Engineering Dept., Toronto.



BILL SINGLETON
New President of the Quebec Division
Canadian Picture Pioneers.

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AND LETTERS

A FAMOUS FAMILY PICNIC

(Continued from Page 1)

of Famous Players Canadian, leaving the company for a position with Premier Operating, a partner-affiliate. Officers and co-workers were all sorry that Gurston was leaving Famous, for Gurston has been a favorite in our film trade ever since he was old enough to be noticed. Born into a well-known Canadian Show Business family, it is natural that Gurston should take easily to the business of Show Business, but in addition to such qualifications, Gurston has other qualifications, qualities which mark him as a fine man and a "good-head." He was present at the Famous Players Family Picnic, and John Fitzgibbons said to me, "We're sorry to lose Gurston."

Russ McGibbin of the Victoria was inducted, which was a surprise to me, because I thought Russ had been inducted a few years ago, he has been with Famous as long as I can recall.

I saw Gene Fitzgibbons and his wife, enjoying the induction of Lesave of Windsor, who will now take over the management of the top Windsor theatre, the Capitol.

Tom Daley was there, beaming at everyone, and Len Bishop, camera-in-action never missed an opportunity for a good shot. I missed Jack Arthur, who was away, wrestling with the problem of Canadian National Exhibition's Grandstand Show; and watching the carefree attitude of the members of the Famous Family, I thought to myself, how true is that saying, "Distant fields look greenest." Life hands no one any presents or opportunities on a silver platter. I saw Maurice Doyle and Mrs. Doyle, Charley Dentlebeck and Mrs. Dentlebeck, and Mr. Neill and Mrs. Neill were at the picnic. Mr. Neill has been seriously ill for some months, and everyone came to greet him, and appeared to be so happy that he was able to be present, although still convalescing.

I saw Hye Bossin taking notes, and I was taking notes mentally, intent on remembering everything, which reminds me, that while I was chatting with Reuben Bolstad, he recalled what a great night the last meeting of Variety had been, Chesler made a donation of \$1,000 to Variety Village, George Altman presented a cheque for over \$1,300, which he had made the hard-way for Variety Village, the collection and the sale of "Scrap Metal," and another \$1,000 came from an anonymous donor.

But to return to the Famous Players Picnic, the Picnic finished off with dancing. I believe that I forgot to mention that the Picnic was at the Rouge Hills Golf and Country Club, the day, Wednesday, June 25th.

All day long, the thirsty knew where their thirst could be satisfied, and the

wives knew just where they could find the boss of the house. This was a picnic for Mr. & Mrs., and did the Missus love it? Ask the man who owns one.

Even the mosquito, which has no respect for where it lands, to quench its thirst, remained conspicuously absent. It may be that these pests realized in their quest for blood, that the Famous Family was capable of delivering a death-dealing wallop, and stayed away.

A picnic, such as this one, is a hundred percent more effective than a hundred speeches on good-will, loyalty, employer-employee Relations, for in one day, being together as one family, there is created a spirit of comradeship, the comradeship of family-ties, which stir into action that idea, "blood is thicker than water," and what is beneficial to the company has a reflex action on each member of the company.

Famous Players Canadian Corp. has 4,000 employees engaged in the operation of its theatres, and identified with its various enterprises, its subsidiary companies and affiliated partnerships. It is a large family for which the officers, executives and Board of Directors must be responsible in directing the policies of the company.

How many thousands of people are dependent on the pay-envelopes of the 4,000 employees is another important responsibility. How many people earn their living, and sustain their economic security from the pay-envelopes of these Famous Players employees is still another question for consideration.

Watching the men and women in

the various races, watching them visiting with each other, laughing and talking together, laughing mostly, looking at Ben Geldsaler, forty pounds lighter and looking ten years younger, Morris Stein with a twinkle in his eye and "so much on the ball," Reuben Bolstad without a pencil in his hand, and giving his nod to "the sky's the limit," Bob Myers in every race, Fergy and Troyer keeping things moving happily, Jules Wolfe, head of Maintenance receiving his 25-Year induction scroll, and a wonderful tribute from John Fitzgibbons, for big jobs, well-done, Pete Brown, who knows Equipment so well, and watching the expression on the face of John Fitzgibbons, relaxed, paternal, looking for all the world like a grand-Pere, at a large family reunion, then looking out over the ridge of trees, at the movement of clouds against the blue of sky, inhaling the cool breath of breezes strong enough to make the trees bow in homage, I thought to myself, There's No Business Like Show Business, and no better people than Show People that I know.

My grandson, watching the induction ceremony, whispered to me, "Grandma, why are you not being inducted?" Before I had time to explain, that I was not a partner-affiliate of Famous Players Canadian for a period of twenty-five years, my grandson added, "Oh, I know, you belong to the fifty-year club." Which leads me to conclude, that F. G. Spencer of the Maritimes should be the only one in my class. I must ask him privately the next time I see him.

20th Century-Fox Demonstrates Eidophor —Large Screen Live Color TV

Last week, 20th Century-Fox demonstrated large screen live color television, the trade-name, Eidophor, to a group of newspapermen, scientists and motion picture theatre-owners. Twentieth Century-Fox holds the world-wide rights for the manufacture and distribution of projectors embodying Eidophor and has adapted to it the Columbia Broadcasting System's color process.

Eidophor is described as "a new system of projection for large screen theatre television with color." The story is as follows, the name is derived from the Greek, meaning "image-bearer." It was developed by a group of Swiss scientists at the Federal Institute of Technology and Dr. Edgar Gretener A. G. of Zurich. Spyros P. Skouras, President of 20th Century-Fox, in describing and commenting on Eidophor said, "Place all the gifted talents of the earth, the peerless artists of every category, within the reach of theatre audi-

ences of every community, large and small, no matter where located." The Eidophor projector is very similar to the standard motion picture projector, approximately the same size, weight and shape. It uses the same type of light source — the carbon arc. It has the same type of electrical panels for the sound controls as are now commonly used, plus, similar panels for the picture (or video) channels. Any screen size and throw distance now used in theatres can be duplicated by Eidophor.

There was an audience of approximately 200 watching the test for about thirty minutes in a program of dancing and singing, including solo numbers and ensembles. The program originated and was transmitted from the sound stages of Movietone News Studios, West 54th St. and Tenth Ave., N.Y., to the screening-room in the head office at 444 West 56th St. The test was enthusiastically received.

DIGEST SHOWMANSHIP CONTEST ENDS AUGUST 31st!



FAMOUS PLAYERS FAMILY PICNIC

JUNE 25th, 1952

Rouge Hills Golf and Country Club

Top:—New members of Famous Players 25 Year Club. (See page 7 for complete list.)

Second:—F. Martin, Bea Robinson, J. Hyland and D. Krendel.

Third:—Mr. & Mrs. Bloom, Mrs. Percy Smith and Mr. Fitzgibbons.

Bottom:—Picnickers at the buffet.



—PHOTOS BY LEN BISHOP.



Canadian Exhibs Say It With Playdates for Cohn's Tribute Weeks

Columbia opened a three-day division manager's meeting at the Hotel Warwick, New York on June 23rd, with general sales manager A. Montague presiding. Present in addition to the representatives from the field were Home Office sales executives and department heads. High on the agenda were the discussions of the sales and liquidation of the many top productions currently in release, as well as plans for the sales and distribution plans for the many top films to be released during the summer and fall months.

Attending from the Home Office, in addition to Mr. Montague, were: Rube Jackter, assistant general sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; George Josephs, sales executive; H. C. Kaufman, manager, exchange operations department; Joseph Freiberg, manager, sales accounting department; Seth Raisler, manager, contract department; Vincent Borelli, assistant to circuit sales executives; and Sydney Singerman, assistant manager, exchange operations department.

From the field in attendance were Nat Cohn, New York division manager; Sam Galanty, mid-East division manager; Carl Shalit, central division manager; R. J. Ingram, southeastern division manager; Jack Underwood, southwestern division manager; Harry

Weiner, division manager for southern New Jersey and eastern Pennsylvania; I. H. Rogovin, New England division manager; B. C. Marcus, mid-Western division manager. In addition Ben Lourie, Chicago branch manager and Wayne Ball, Los Angeles branch manager, were present.

The last two weeks in June were Jack Cohn's Tribute Weeks. The Canadian officers of Columbia Pictures promised that the Jack Cohn Weeks in this country would be outstanding, and the Digest has just heard from Louis Rosenfield and Harvey Harnick, that never in the history of Columbia Pictures in Canada, has this company ever rolled up such a volume of Business and playdates as in the last two weeks in June.

Bookers of circuit theatres and exhibitors really got behind the Jack Cohn Tribute Weeks and gave Columbia a volume of business; expressing in this manner of "saying it with playdates," their appreciation for the long years of good service which the Canadian officers of Columbia Pictures has given to the Canadian Film Industry.

O'Donnell Gives to Variety

R. J. O'Donnell, exec. veepee-general manager of Interstate Theatres and also International Variety Clubs' Ringmaster, has presented his entire interest and holdings in the film, *Tembo*, to the Variety Foundation of Texas, which operates the Variety Clubs' Boys Ranch at Bedford, Texas, near Dallas.

Royal Canadian Visit, 1951

Canadians are seeing another film record of the visit of their Queen and consort to Canada, produced by the Superintendent of Photography of the Department of National Defense for distribution to service units.

Recently sounded and edited by Crawley Films Limited, "Royal Canadian Visit, 1951" follows the royal couple from coast to coast emphasizing the military side of the journey. It shows the various regiments which were reviewed and the armed forces which were inspected. Many sequences indicate how the young couple won the hearts of Canada's fighting forces from Newfoundland to British Columbia.

"Royal Canadian Visit, 1951", 45 minutes long, is being distributed by the Department of National Defense.

MGM's Promotion Prize of the Month Presents "Invitation"

Winners of MGM's first \$1,000 "Promotion Prize of the Month" contest picture, "Invitation," starring Van Johnson and Dorothy McGuire, were announced recently following a judging of numerous entries by a committee comprising Walter Brooks, editor of the Round Table of Motion Picture Herald; Chester Friedman, editor of the Showmandiser Section of Boxoffice Magazine; and Tom Kennedy, news editor of Showmen's Trade Review, substituting for Charles E. Lewis, editor and publisher, who was ill at the time.

Willis E. Shaffer, city manager for Fox Theatres in Hutchinson, Kan., was announced winner of the first prize of \$500; Tony Masella, Loew's Polipalce Meriden, Conn., was awarded the second prize of \$250 and the following five managers were named winners of \$50 each: Sid Kleper, College Theatre, New Haven, Conn.; Manny Winston, Glover, Gloversville, N.Y.; Leland J. Thompson, State, Menomone, Wisc.; L. H. Louik, Post Theatre, Spokane, Wash.; and Leo Sidosky, Loew's Boulevard, Bronx, N.Y.

MGM managers in each of the exchange areas serving the theatres where winners have been announced will personally present cheques to the theatre men involved.

Under the rules of MGM's Promotion Prize of the Month contest, exhibitors have three months from the time of release of the announced picture in which to submit entries. Invitation was a February release and exploitation entries were accepted until the end of May.

Original campaigns or facsimiles thereof in writing, photostats, details of publicity and advertising and other tie-ups are asked for in submitting entries. Theatres all over the world are

eligible provided entries are postmarked by contest deadline.

For the third picture selected, *When in Rome*, exhibitors have until the end of July in which to postmark their entries. Carbine Williams is the fourth picture and exhibitors have until the end of August to submit their campaigns.

Canadian Mayors Premiere 'The Promoter'

The Canadian Federation of Mayors and Municipalities holding a conference in Calgary have selected the new Alec Guinness comedy *The Promoter* as a special private showing attraction at Odeon's Uptown theatre in Calgary, on Sunday, June 29th.

The North American premiere showing of the J. Arthur Rank film was chosen, because Alec Guinness in the title role, becomes the mayor of the English town, that serves as the locale of the story.

Mr. L. W. Brockington, CMG, QC, president of the J. Arthur Rank Organization in Canada, was the guest speaker at the Calgary conference of the Canadian Federation of Mayors and Municipalities, and also acted as host to the guests at the premiere showing of *The Promoter*.

Calgary's Odeon Uptown Theatre, managed by Mr. J. B. Barron, is one of the most recently completed of the Odeon circuit's newer theatres. With 1100 seats it is said to be one of Cana-

da's most modern motion picture theatres incorporating many unusual features for patron comfort and convenience. Distinctive in style and unique in its architectural design, it is an example of the modern motion picture theatre at its best.

The pre-release premiere showing of *The Promoter* was arranged for the Canadian Mayors as one of several entertainments during the Calgary visit of these municipal dignitaries.

DIGEST SHOWMANSHIP CONTEST ENDS AUGUST 31st!

CAPITAL STORY

By BILL McLAUGHLIN

Worst electrical and rain storm in the history of the city exploded Tuesday afternoon between four and six o'clock, leaving thousands of civil servants and store employees stranded Uptown when all tram and most bus routes were stalled by

power breakages and overflowing streets. Movie theatres, with few exceptions, carried on throughout the storm and all centre town spots reaped a big harvest of unexpected theatre-goers who made a night of it when they could not get home.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Story of Robin Hood (RKO) Technicolor with Richard Todd.

LOEW'S
Second Week. Pat And Mike (MGM) with Spencer Tracy and Katharine Hepburn.

UPTOWN
Carbine Williams (MGM) with James Stewart.

SHEA'S
I Dream of Jeanie (Rep.) Trucolor with Ray Middleton.

EGLINTON
Second Week. Outcast of the Islands (IFD) with Trevor Howard.

UNIVERSITY & TIVOLI
Down Among The Sheltering Palms (20th-Fox) Technicolor with William Lundigan.

ODEON-CARLTON
Lydia Bailey (20th-Fox) Technicolor with Dale Robertson.

INTERNATIONAL CINEMA
Eighth Week. Mr. Lord Says No (Astral) with Stanley Holloway.

DOWNTOWN
It's A Big Country (MGM).

STUDIO
Rigoletto (Alliance)

NORTOWN
Second Week. The African Queen (UA) Technicolor with Humphrey Bogart and Katharine Hepburn.

MONTREAL

CAPITOL
Macao (RKO) Jane Russell & Robert Mitchum.

LOEW'S
Second Week. The African Queen (UA) Technicolor with Humphrey Bogart & Katharine Hepburn.

PALACE
The Story of Robin Hood (RKO) Technicolor with Richard Todd.

PRINCESS
Jack and the Beanstalk (Warner's) Technicolor with Abbott & Costello.

ORPHEUM
The Narrow Margin (RKO)

IMPERIAL
Sound Off (Col) Cinecolor with Mickey Rooney.

AVENUE
Third Week. Laughter In Paradise (IFD)

KENT
Mr. Peek-a-Boo (U.A.)

SYSTEM
Magic Voice (Alliance) with Gigli.

WINNIPEG

CAPITOL
Story of Robin Hood (RKO) Technicolor with Richard Todd.

ODEON
Wait 'Til The Sun Shines, Nellie (20th-Fox) Technicolor with David Wayne and Jean Peters.

GAIETY
Just This Once (MGM) and Shadow In The Sky (MGM).

VALOUR
The Galloping Major (Astral) with Basil Radford.

LYCEUM
Thief of Damascus (Col.) Technicolor with Paul Henreid.

DOMINION
Harriet Craig (Col.) and Saturday's Hero (Col.)

GRAND
Wake of the Red Witch (Rep.) with John Wayne and Gail Russell.

MET
Deadline U.S.A. (20th-Fox) with Humphrey Bogart.

GARRICK
The Cimarron Kind (E-U) Technicolor with Audie Murphy.

RIALTO
The Arizona Raiders (Para.) with Robert Cummings.

VANCOUVER

VOGUE
Second Week. Encore (Para.) with Glynis Johns.

CAPITOL
Story of Robin Hood (RKO) Technicolor with Richard Todd.

STRAND
Love Is Better Than Ever (MGM) with Elizabeth Taylor and Larry Parks.

ORPHEUM
Kangaroo (20th-Fox) Technicolor with Peter Lawford.

CINEMA
Man In The Saddle (Col.) Technicolor with Randolph Scott.

STUDIO
La Traviata with Gino Mattera.

PLAZA
My 6 Convicts (Col.) with John Beal.

PARADISE
The African Queen (UA) Technicolor with Humphrey Bogart.

CALGARY

CAPITOL
Kangaroo (20th-Fox) Technicolor with Peter Lawford.

PALACE
Carson City (WB) Technicolor with Randolph Scott.

GRAND
Red Ball Express (E-U) with Jeff Chandler.

UPTOWN
Wait 'Til the Sun Shines Nellie (20th-Fox) Technicolor with Jean Peters.

STRAND
The Big Trees (WB) Technicolor with Kirk Douglas.

SAINT JOHN

CAPITOL
Denver and Rio Grande (Para) Technicolor with Edmund O'Brien.

PARAMOUNT
Carbine Williams (MGM) with James Stewart.

Theatre managers report excellent business on Dominion Day. The Tuesday holiday, with business as usual in the Government services, manufacturing plants and retail stores on Monday, prevented a long week-end exodus and turned thousands of the capital's citizenry to movie theatres for their entertainment. Visitors from nearby Ottawa Valley towns and students just out of school for the summer months helped to up theatre attendances at all the first-run spots. Several Uptown houses and four ozoners presented pre-holiday midnight shows, with fireworks displays an added feature for patrons of the drive-ins.

Following up the recital by Beniamino Gigli before an overflow crowd of enthusiastic admirers at the Capitol Theatre on Monday night, June 23, Casey Swedlove took advantage of the great interest in the Italian tenor by booking Mama for Thursday, Friday and Saturday at the Glebe theatre. On the same bill with the Italian picture was Jose Iturbi in Adventure in Music, both Alliance Films releases.

Fire in rubbish on the roof of the microfilm laboratory of the National Film Board at Sussex and John streets brought some excitement but no panic to office and technical staffs of the studio the other day. The blaze was quickly subdued by firemen without damage to studio roof or interior.

Manager J. Chalmers of Odeon's ace theatre on Bank street is co-operating in the organization of the Ottawa Athletics Knot Hole Gang, composed of youngsters from seven to 15 years of age. Originated by Jack Snow's Credit Jewellers, Tom Foley, sports director of radio station CFRA, the baseball club and the sports editors of two local dailies, members of the Knot Hole Gang will participate in a series of radio broadcasts, quiz sessions and shows with members of the ball club on the stage of the Odeon Theatre.

Manager Ray Tubman of the Capitol theatre crashed the news pages of the Evening Journal with a three-column scene cut from Walt Disney's Story of Robin Hood several days previous to its premiere. The Journal also is running Disney's new cartoon strip based on the exploits of the romantic bandit of Sherwood Forest.

Following its extended run at the Little Elgin, the French-made Manon bowed out and was replaced by Paramount's Anything Can Happen. Manager Ernie Warren started The African Queen off to a fine press and the Bogart-Hepburn adventure drama looks set for a long run in the main auditorium of the dual Elgin Theatre.

PROJECTIONIST (licensed)

Wanted Immediately for:

DELANEY THEATRE
Gananoque, Ontario

(Reply to Box 508, Gananoque, Ont.)

SEND YOUR CAMPAIGNS IN NOW!

STORAGE / VOUTE

*We, of Columbia Pictures,
say thanks to all our
exhibitor friends for making
the last two weeks in June
the greatest in our history.*

